

**MARKETING STRATEGY FOR COMPUTER SERVICES
IN MELAKA AREA**

AFZAN KUANGIT/ABDULLAH

2000224087

**BACHELOR OF BUSINESS ADMINISTRATION (HONOUR) MARKETING
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MELAKA**

MARCH 2002

LETTER OF TRANSMITTAL

Afzan Bt. Kuangit / Abdullah
Faculty Of Business and Management
MARU University of Technology
Alor Gajah Campus
78000 Melaka

March 2002

The Project Advisor
Associate Professor Madya Dr. Hj. Arshad Hashim
Faculty of Business Management
MARA University of Technology
Alor Gajah Campus
78000 Melaka

Dear Sir,

RE: SUBMISSION OF PROJECT PAPER

With reference to the above matter, I hereby enclose the final Project Paper entitled “Marketing Strategy For Computer Services In Melaka Area” for your kind perusal. I hope that the project paper will fulfill requirement of the course.

Thank You

Yours Sincerely

AFZAN BT. KUANGIT / ABDULLAH
2000224087

ABSTRACT

Strategic marketing is one of the factors that can contribute to the successful of an organization in selling their product or service. This research is carried out to find out the most appropriate marketing strategy for computer services in Melaka areas. The objectives to the studies are (1) To examine the strategic marketing that can be used to build customer loyalty. (2) To identify either the brand can influence customer's choice and (3) To determine customer expectation in term of computer's brand.

This project paper consists of 6 chapter which bring its own exploration to the topic being explored. Chapter one is comprehensive discussion about the respondent's background. Chapter 2 is the Literature Review where the topic and matters concerned is explain related to the subject studied. Chapter three is the Theoretical Concept Framework where the theory and concept that being used for this research is discussed. Chapter four is the research methodology and design. It is the explanation being used in this research to gather the related information, which relates to the study, the sampling technique and the method used to analyze the data.

The finding that discussed in chapter five regard to the problem statement and objective of the study, while chapter 6 contain the conclusion and recommendation given by the researcher. Data coded and analyzed using Statistical Package for Social Science. Appendices and Bibliography attached are the relevant references and the list of books used for references in the study.

TABLE OF CONTENT

LETTER OF TRANSMITTAL	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	vi
LIST OF FIGURE	vi
 CHAPTER	
1.0 Introduction	
1.1 Background	1
1.2 Problem Statement	4
1.3 Research Question	6
1.4 Objective Of Study	7
1.6 Scope Of Study	8
1.7 Limitation Of Study	9
1.8 Significant Of Study	10
1.9 Definition Of Term	11
 2.0 Literature Review	
2.1 Marketing Strategy	13
2.2 Marketing Mix	14
2.3 Brand	15
2.4 Service	17
 3.0 Theoretical Concept and Framework	
3.1 4P's Theory	21
3.2 Benefit Of Customer Satisfaction	23
3.3 The AIDA Pattern	24
3.4 The Buyer Decision Process	25
3.4 Summary and Hypothesis	27

4.0	Research Methodology	
4.1	Data Collection	28
4.2	Sampling Technique	29
4.3	Survey Instrument	29
4.4	Method Analysis	30
5.0	Analysis and Interpretation Data	
5.1	Summary Statistic Of Data	31
5.2	Description Of Respondent	35
5.3	Analysis and Discussion Of Research Question	36
5.4	Strategy DGCT vs Competitors	41
5.5	Summary Of Discussion	42
6.0	Conclusion and Recommendation	
6.1	Conclusion	44
6.2	Recommendation	45

BIBLIOGRAPHY

APPENDIXES